

August 13, 2003

CHAIR
ARLENE SCHAFFER
DIRECTOR
COSTA MESA
SANITARY DISTRICT

TO: Local Agency Formation Commission

VICE CHAIR
CHARLES V. SMITH
SUPERVISOR
FIRST DISTRICT

FROM: Executive Officer

RANDAL J. BRESSETTE
COUNCILMAN
CITY OF LAGUNA HILLS

SUBJECT: Status Update re OCLS III

PETER HERZOG
COUNCILMAN
CITY OF LAKE FOREST

Attached you will find a memo and supplemental information from the OCLS Advisory Team providing a status update on the planning of OCLS III.

SUSAN WILSON
REPRESENTATIVE OF
GENERAL PUBLIC

Respectfully submitted,

THOMAS W. WILSON
SUPERVISOR
FIFTH DISTRICT

DANA M. SMITH

JOHN B. WITHERS
DIRECTOR
IRVINE RANCH WATER
DISTRICT

ALTERNATE
ROBERT BOUER
MAYOR
CITY OF LAGUNA WOODS

ALTERNATE
RHONDA McCUNE
REPRESENTATIVE OF
GENERAL PUBLIC

ALTERNATE
JAMES W. SILVA
SUPERVISOR
SECOND DISTRICT

ALTERNATE
CHARLEY WILSON
DIRECTOR
SANTA MARGARITA
WATER DISTRICT

DANA M. SMITH
EXECUTIVE OFFICER



ORANGE COUNTY LEADERSHIP SYMPOSIUM

The OCLS Advisory Team

BLAKE ANDERSON
General Manager
ORANGE COUNTY SANITATION
DISTRICT

JANET M. HUSTON
Executive Director
LEAGUE OF CALIFORNIA
CITIES, ORANGE COUNTY
DIVISION

WALLY KREUTZEN
Chief Executive Officer
TRANSPORTATION CORRIDOR
AGENCIES

ART LEAHY
Chief Executive Officer
ORANGE COUNTY
TRANSPORTATION AUTHORITY

TIM O'DONNELL
Mayor, City of Brea
ORANGE COUNTY CITY
MANAGERS' ASSOCIATION

CHIP PRATHER
Chief
ORANGE COUNTY FIRE
AUTHORITY

VACANT
County Executive Office
COUNTY OF ORANGE

DANA M. SMITH
Executive Officer
LOCAL AGENCY FORMATION
COMMISSION

DATE: August 7, 2003

TO: Orange County Board of Supervisors
Orange County Fire Authority Board of Directors
Orange County Sanitation District Board of Directors
Orange County Transportation Authority Board of Directors
Transportation Corridor Agencies Board of Directors
Local Agency Formation Commission

FROM: Wally Kreutzen, Art Leahy, Janet Huston, Dana Smith, Blake Anderson, Tim O'Donnell, Chip Prather

SUBJECT: Orange County Leadership Symposium III

HISTORY OF OCLS

In 2000, the executive directors of seven Orange County regional agencies – Orange County Fire Authority, County of Orange, LAFCO, Orange County Sanitation District, Transportation Corridor Agencies, Orange County Transportation Authority, and the League of Cities – began meeting on a regular basis to discuss their future common challenges.

The executive directors collectively appreciated that the problems and opportunities resultant from the urbanization of Orange County would require all of the county's leaders to work collaboratively toward shared solutions. With the financial and moral support of their respective boards, the executive directors formed the OCLS Advisory Team and built a framework for what they called the "Orange County Leadership Symposium," or "OCLS." The Advisory Team aspired to create a forum where county regional leaders could develop an understanding of the risks and ever-changing demands of leadership and tap into a collective capacity to enact positive change for the future of Orange County. They envisioned that the symposium would foster the development of working relationships between leaders who are responsible for overlapping regional issues.

Over sixty attendees participated in the first annual Orange County Leadership Symposium, held in January 2001 at the UCLA Conference Center in Lake Arrowhead, to explore the challenges of leadership. Encouraged by the results of OCLS I, the Advisory Team hosted a couple of smaller OCLS events in 2001 and then coordinated the second annual Orange County Leadership Symposium in January 2002. The event again drew more than sixty participants, over half of whom had attended OCLS I.

FUTURE OF OCLS

The long-term challenges facing Orange County's leadership will compound as the county's population increases by more than 700,000 people in the next two decades, the pressures on the county's infrastructure reaching critical proportions. (Refer to Exhibit A, PowerPoint presentation re the future growth of Orange County, "Building Leadership Capacity.") At the same time, the long-term goals envisioned for OCLS become more crucial – to inspire a renewed sense of stewardship over Orange County, to encourage more peer to peer communication and interaction among the county's leaders, to infuse creativity and long-term vision into the OC leadership dialogue, and to leave a positive legacy to the future Orange County.

OCLS has created a powerful momentum and deciding how to channel that energy presents its own challenges. The Advisory Team solicited and gathered feedback during the closing session of OCLS II. Additionally, participants of OCLS II were sent and asked to complete evaluation forms responding to the following topics:

- ★ Time Devoted to the Retreat
- ★ Rating the UCLA Conference Center
- ★ Major Areas of Focus of OCLS III / How to Improve OCLS

The Advisory Team has carefully considered all responses, both kudos and criticisms, and has done its best to incorporate them into the planning of OCLS III.

Time Devoted to the Retreat

OCLS I convened over three days and two nights. OCLS II was extended to include an additional night. The majority of respondents indicated that OCLS II program was a little too long and suggested that the time format of OCLS I worked much better.

In response to these suggestions, the Advisory Team is suggesting that OCLS III convene over three days and two nights.

Rating the UCLA Conference Center

Participants were asked to rate the UCLA conference center in several respects, including sleeping accommodations, meeting rooms, lounge/reception areas, and food quality. Responses reflected positively on the facilities and the food.

Despite the positive marks that the UCLA facility received, the Advisory Team investigated other possible venues in the vicinity of Orange County, including the Embassy Suites in Santa Ana and the Kellogg Center in Pomona.

The team found that, in addition to being a favorable venue in the eyes of past participants, the UCLA Conference Center also offered the best fiscal value – less than \$369 per person *includes*

two nights lodging, use of three conference rooms (including set-up fees), all A/V equipment, six full meals, plus snacks and drinks in between, and all taxes.

By comparison, the Embassy Suites in Santa Ana did not offer a conference package but instead charged a line item fee for each service. Lodging, for example, would be \$188/person plus tax for two nights. The six meals, catered through the hotel, would be charged separately per person varying on the low end from \$12.95 plus tax per lunch to \$20.95 plus tax per dinner, with beverages charged in addition to the food. Additional snacks and beverages between meals would be charged at a la carte prices. The rental of the conference rooms, complete with an additional \$75 set-up fee per session, all A/V equipment, and taxes would be extra.

The Kellogg Center quoted a rate \$353.45/person including six meals and lodging. The cost of the conference rooms, set-up, all A/V equipment, snacks and beverages, and all taxes would be additional.

The UCLA Conference Center is holding the dates of Friday, January 9, 2004 through Sunday, January 11, 2004 at the request of the Advisory Team. The conference center requires an executed contract by September 11, 2003 to put a permanent hold on the dates.

Major Areas of Focus of OCLS III / How to Improve OCLS

Suggested areas of focus varied as much as the participants proposing them, though certain themes tended to echo throughout many of the suggestions, including:

- ★ Communication – problem solving beyond the divides of north and south; teamwork and compromise; working through differences of opinion
- ★ Goals & Vision – collectively building common goals
- ★ Case Studies
- ★ New/different facilitators

Most importantly, respondents of the evaluation form voiced overwhelming support for continuing with OCLS III.

At the closing session of OCLS II, attendees expressed an interest in greater participation in the development and design of the next event. The sentiment was reiterated by survey respondents through the many suggestions they put forth for the betterment of OCLS. Built into the planning of OCLS III is the opportunity for past participants to meet with the facilitator in early discussion groups, thereby enabling participants to steer the design of the program toward meaningful outcomes.

Additionally, the Advisory Team took seriously the calls from participants for new facilitation. The consulting services of Eric Allenbaugh, Ph.D. were recommended to the team, and the team is engaged in active discussions regarding the possibility of contracting with Dr. Allenbaugh for OCLS III.

Dr. Allenbaugh's proposal is attached as Exhibit B. His qualifications and references are attached as Exhibit C.

BUDGET

Recognizing the fiscal challenges that municipalities will face in the coming year, the Advisory Team did its utmost to cut the costs of OCLS III. As a result, the team was able to par down the overall cost of the conference by over \$30K and reduce the registration fee for participants from sponsoring agencies from \$525 to \$375.

Attached as Exhibit D is the draft budget proposed by the Advisory Team. The draft budget offers a side-by-side comparison between OCLS II and OCLS III. Also included, the Advisory Team assembled a spreadsheet comparing the costs of OCLS III against the costs of other leadership training offered by organizations such as Stephen Covey and the National League of Cities.

RECOMMENDATIONS

The Advisory Team asks for your support **and your attendance** at OCLS III. The financial obligation for each participating regional agency is \$5,000 and the cost per person for their attendees is \$375. For members who serve on multiple boards, the cost per person will be shared by each of the agencies.

The Advisory Team believes that the challenges Orange County faces over the next 25 years will be unlike any Orange County has faced in the last 100 years. Those challenges will require your creative, focused, and innovative leadership. OCLS is first and foremost designed as a tool and a forum to support your leadership vision and to ensure that a powerful legacy is left for the next generation of Orange County citizens. Please join us in 2004.